Introduction/Business Problem

A patron of classical arts wants to open a theater near Boston City Hall. Of course, as this will be a new theater, the patron needs to attract customers to develop a customer base. To do so, he contacts a marketing agency to find out which places in Boston would be best to advertise the new theater. These places would constitute an optimal set of venues for both physical and virtual advertising. To carry out the project, the marketing agency will use the Foursquare API to collect information about venues in Boston and construct a system to rank which venues would be best for advertising the new theater. Foursquare is a data and intelligence company that provides location data for venues around the world. For example, one could use Foursquare as a simple search engine or for a more detailed description of venues. Developers may use the Foursquare API to freely gather limited location data or have access to more location data for a fee. Unfortunately, due to lack of funding, the data gathered from the Foursquare API will only be the free data accessible to developers. The marketing agency hopes that this project would be able to be further improved and models further generalized for a wider audience of advertisers.